

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

April 29, 2010 AGENDA

1:00 p.m.
City of Carlsbad
1635 Faraday Avenue, Room 173B
Carlsbad, CA

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER 1:00 p.m.

II. ROLL CALL

CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

(C) III. APPROVE MINUTES OF JANUARY 26, 2010

To approve the minutes of the January 26, 2010 meeting of the CTBID Board of Directors.

(C) IV. AB 04-10-51 APPROVAL OF VISITCARLSBAD BOARD MEMBER

To approve the appointment of Jason Durbin to the VisitCarlsbad Board.

(C) V. AB 04-10-52 CARLSBAD MARATHON FINAL REPORT

Receive final report from the Carlsbad Marathon on the use of the CTBID grant funds.

REPORTS AND DISCUSSION ITEMS:

VI. PRESENTATION BY CARLSBAD COMMUNICATIONS DEPARTMENT

Present commercial, put together by the City, highlighting Carlsbad that was televised during recent LPGA tournament

VII. AB 04-10-53 ELECTION OF OFFICERS

Election of new CTBID Board Chair.

VIII. STAFF REPORT

Staff will provide the following reports at this time:

- 1) Financial Update
- 2) CTBID Grants

IX. AB 04-10-54 VISITCARLSBAD PROPOSAL FOR FISCAL YEAR 2010-11.

Presentation from VisitCarlsbad on their 2010-11 budget and work program.

X. NEXT MEETING

Annual meeting scheduled for 5-18-10 at 1pm. Agenda topics to include:

- 1) 2010-11 Annual Report and Budget
- 2) VisitCarlsbad contract

<p>The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.</p>

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT

MINUTES

MEETING OF: CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT BOARD (Regular Meeting)
DATE OF MEETING: January 26, 2010
TIME OF MEETING: 2:00 p.m.
PLACE OF MEETING: Room 173A, Faraday Administrative Center,
1635 Faraday Avenue

CALL TO ORDER: Chair Shute called the Meeting to order at 2:08 p.m.

ROLL CALL was taken by the Deputy Clerk, as follows:

Present: Shute, Stripe, Canepa, Nayudu, Howard-Jones, and Becerra.
Absent: Cima.

MINUTES FOR APPROVAL:

Minutes from the Meeting held October 19, 2009.

On a motion by Board Member Stripe the Board approved the Minutes of October 19, 2009 as presented.

REPORTS AND DISCUSSION ITEMS:

IV. AB 01-10-50 MINDGRUVE ENDLESS SUMMER CONTRACT

Michael Garten, President of Mindgruve came forward to address the Board. Mr. Garten provided an explanation of the change to the direct mail component in the agreement. He said that a timing issue with the beginning of the summer media campaign caused Mindgruve to use internet advertising instead of direct mail.

Chairperson Shute clarified that the item before the Board is the approval of a change to the agreement with Mindgruve regarding how funds were spent and not for an additional allocation of funds.

In response to an inquiry from Board Member Canepa, General Counsel Ron Ball said the Board could develop a contract delegating a staff person to review and work with the contractor. He added that Mindgruve was asking for an amendment to include the scope of the work accomplished. Mr. Ball said that if the board felt that a benefit was provided by the contractor, then the board had the authority to approve an agreement for the work.

Board Member Canepa stated he would like to see future changes to agreements that authorize a staff person to permit changes.

In response to an inquiry from Board member Stripe. Mr. Garten explained that 56 hours was necessary to expand online advertising.

ACTION: On a motion by Chairperson Shute, the Board approved Resolution No. 2010-1, amending the Mindgruve Endless Summer contract to allow payment for items that exceeded the not to exceed amounts in certain categories.

AYES: Shute, Stripe, Canepa, Beccera, and Howard-Jones.

NOES: None

ABSTAIN: None

STAFF REPORT:

Cheryl Gerhardt provided the staff report and Power Point Presentation (on file in the Office of the City Clerk).

Ms. Gerhardt said she will continue to send monthly financial updates to the board.

VIII. DISCUSSION ITEMS:

Update by VisitCarlsbad

Sam Ross, Executive Director of VisitCarlsbad, came forward to address the Board. Mr. Ross provided a PowerPoint presentation regarding the DMO over the past six months (on file in the Office of the City Clerk).

Mr. Ross said the signage outside of the Visitor Center had been changed. He also told the Board that the DMO had recently launched a temporary website while developing its new website.

In response to an inquiry from Board Member Stripe, Mr. Ross said that Mindgruve has indicated that when the new website goes live, the bounce rate will go down. He stated the launch of the new website was scheduled for February 15, 2010.

Mr. Ross informed the Board that the DMO had entered into a new agreement with the San Diego North Convention and Visitors Bureau.

Board Member Becerra asked how the DMO handles group calls.

Mr. Ross responded that he currently takes care of them.

IX. NEXT MEETING:

The date for the next meeting was set for April 29, 2010 at 1:00 p.m.

ADJOURNMENT:

By proper motion, the Regular Meeting of January 26, 2010, was adjourned at 3:00 p.m.

SHERRY FREISINGER
Deputy Clerk

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	04-10-51	APPROVE APPOINTMENT TO VISIT CARLSBAD BOARD	CTBID STAFF	
MTG.	4-29-10		GENERAL	
DEPT.	Finance		COUNSEL	

RECOMMENDED ACTION:

Approve appointment of Jason Durbin to the Visit Carlsbad Board.

ITEM EXPLANATION:

At its May 19th, 2009 meeting, the Carlsbad Tourism Business Improvement District (CTBID) board entered into an agreement with the Carlsbad Convention and Visitors Bureau (dba Visit Carlsbad) to provide tourism promotion services for the CTBID for the period July 1, 2009 through June 30, 2010. A provision in this contract was that the CTBID Board had to approve any changes to the Visit Carlsbad Board.

One of the original Visit Carlsbad Board members, Randy Nakagawa, recently vacated his seat on the Visit Carlsbad Board. Attached is a letter from the Visit Carlsbad Board Chair, Bob Moore, to the CTBID Board Vice Chair, Tim Stripe, recommending that the CTBID Board approve the appointment of Jason Durbin from the Sheraton to fill this vacancy.

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15738 (b)).

EXHIBITS:

- Letter dated April 8, 2010, from Visit Carlsbad Board Chair Bob Moore to CTBID Board Vice Chair Tim Stripe recommending Jason Durbin to fill the vacancy on the Visit Carlsbad Board.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2417, cheryl.gerhardt@carlsbadca.us

FOR CITY CLERKS USE ONLY.					
BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>	
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	
	AMENDED	<input type="checkbox"/>			

April 8, 2010

Mr. Tim Stripe
Vice Chairman
Carlsbad Tourism Business Improvement District
City of Carlsbad
1635 Faraday Ave.
Carlsbad, CA 92008

Dear Tim,

The Board of Directors of Visit Carlsbad, Carlsbad's Destination Marketing Organization would like to put forth Mr. Jason Durbin, Corporate Director of Revenue Technology & Project Management with the Sheraton Carlsbad Resort & Spa, as the replacement for the seat vacated by Mr. Randy Nakagawa on the Visit Carlsbad board of directors.

Per the agreement between the CTBID and Visit Carlsbad we ask that the CTBID board approve Mr. Durbin at the next CTBID meeting to be held on April 29, 2010. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Moore".

Bob Moore
Chairman
Visit Carlsbad

**CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT
AGENDA BILL**

AB#	AB 4-10-52	<i>Carlsbad Marathon Final Report</i>	CTBID STAFF 
MTG.	4-29-10		GENERAL
DEPT.	Finance		COUNSEL

RECOMMENDED ACTION:

Receive final report from In Motion Inc on the results of grant funding for the 2010 Carlsbad Marathon.

ITEM EXPLANATION:

At its 3-18-08 meeting, the CTBID board established a formal grant program. As stated in the guidelines for the CTBID grant program, the objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$20,000 in their 2009-10 budget to fund these grants. One of the grant recipients was In Motion Inc., the producers of the Carlsbad Marathon. They were awarded \$10,000 to fund a new marketing program directed at runners and walkers outside San Diego County but driving distance to Carlsbad. (see grant agreement at Exhibit 1).

A requirement of the grant is that the recipient must submit at final report detailing how the money was spent and the results of the event. Attached at Exhibit 2 is the sponsorship report which includes a report from Getzee Event Solutions which details the rooms booked for the marathon through the marathon's website travel page. In a letter from Lynn Flanagan (see Exhibit 3), a request to amend the grant amount to \$5,520 was made. This reduction in grant amount was due to the race reaching its registration capacity earlier than anticipated and no further advertising was necessary.

FISCAL IMPACT:

The CTBID 2009-10 Budget contains an appropriation of \$20,000 for CTBID Grants which includes the \$10,000 grant to In Motion, Inc. After the payment of \$5,520 is made to In Motion, Inc., there is a remaining balance of \$7,280 in this line item of the budget.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

EXHIBITS:

1. In Motion, Inc. 2009-10 CTBID Grant agreement.
2. In Motion Inc. final report
3. Letter from Lynn Flanagan

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2417, cheryl.gerhardt@carlsbadca.us

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BOARD ACTION:

APPROVED ☐
DENIED ☐
CONTINUED ☐
WITHDRAWN ☐
AMENDED ☐

CONTINUED TO DATE SPECIFIC ☐
CONTINUED TO DATE UNKNOWN ☐
RETURNED TO STAFF ☐
OTHER – SEE MINUTES ☐



City of Carlsbad

Administrative Services

August 18, 2009

Lynn Flanagan
In Motion, Inc.
6116 Innovation Way
Carlsbad, CA 92009

CTBID GRANT FUNDING AGREEMENT

Congratulations on your approval for grant funding from in the amount of \$10,000 from the Carlsbad Tourism Business Improvement District (CTBID).

The grant is to be used for the following purpose: to market and publicize the 2010 Carlsbad Marathon to nearby markets including Orange, Los Angeles, Riverside and San Bernadino counties as well as Arizona and Las Vegas.

Grant recipients are required to comply with grant guidelines and work with VisitCarlsbad in promoting Carlsbad tourism. This includes using the VisitCarlsbad logo on all printed material to recognize that grant program is funded in part by the Carlsbad Tourism Business Improvement District.

This letter is to serve as a Letter of Agreement. Please have the person who signed the attached application sign the agreement and return it in the enclosed envelope. If there are changes in your grant proposal please notify the CTBID staff.

CTBID will reimburse grantees upon receipt of the final report detailing the results of the project along with copies of the pre-approved advertisements and collateral materials supported through the grant. The request for payment will accompany the final report and will include a detailed account of grant related and matching expenses. In addition, you agree to maintain original records for a period of two years and make them available to the City should they request to audit them.

Thank you for your participation in the CTBID Grant process. Should you have any questions, please feel free to call Cheryl Gerhardt at (760)277-5203.

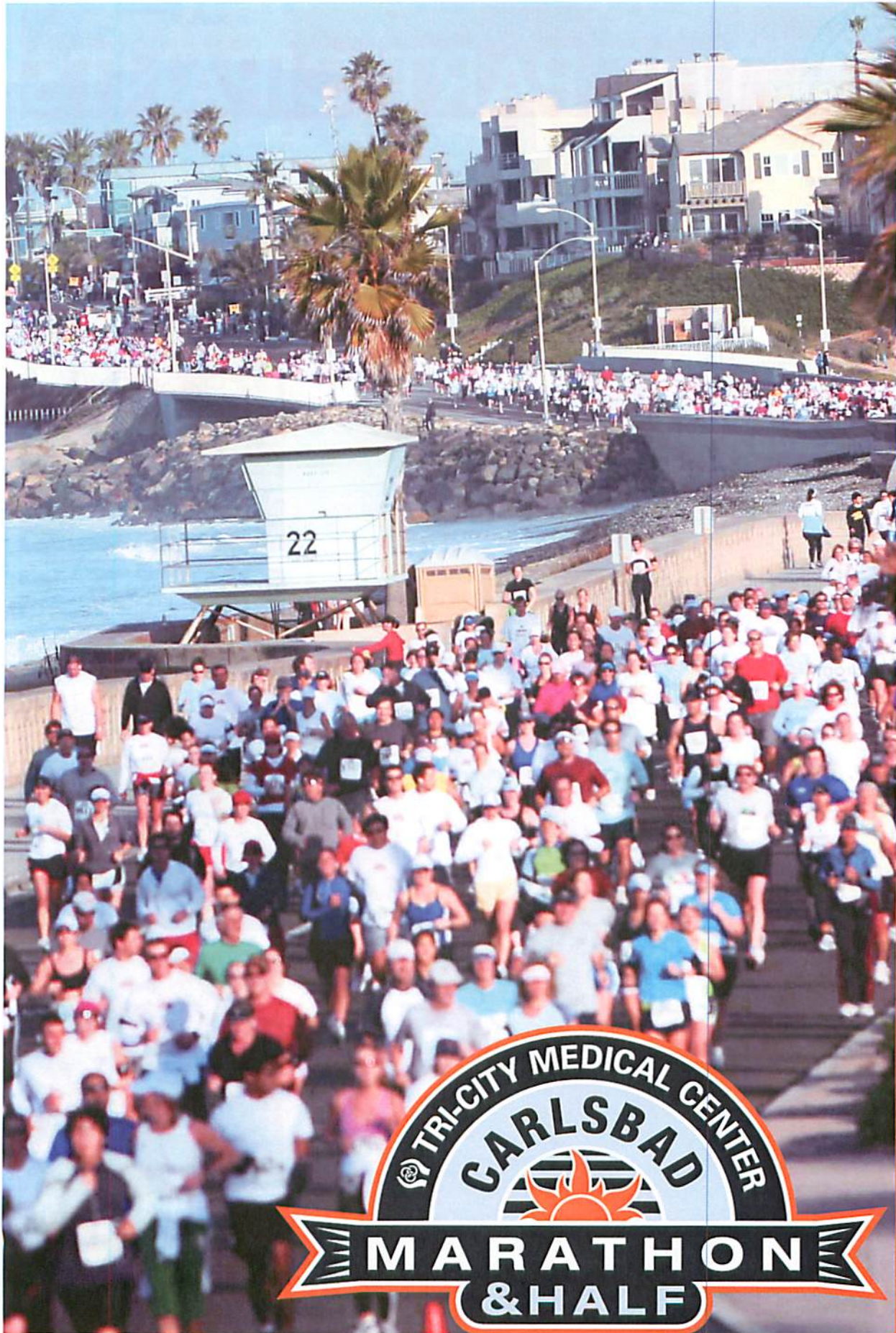
Sincerely,


APRIL SHUTE
CTBID Board Chair

I agree to the above


Lynn Flanagan

8/26/09
Date



2010 | Post-Race Sponsorship Report



2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE PARTICIPANTS

Average annual income:

\$95,000

Age breakdown:

24 & under	8%
25 - 39	52%
40 - 49	25%
50 - 59	11%
60 & over	4%

Gender breakdown:

59% female

41% male

How they register:

88% of the registrants signed up for the race online.

Where they came from:

We had registrants from 18 countries and 48 states.

Top ranked states:

Arizona – 162
 Colorado – 90
 Washington – 84
 Nevada – 65
 Texas – 55
 Illinois – 54
 Oregon – 45
 New York – 36
 Minnesota – 35

Top ranked countries:

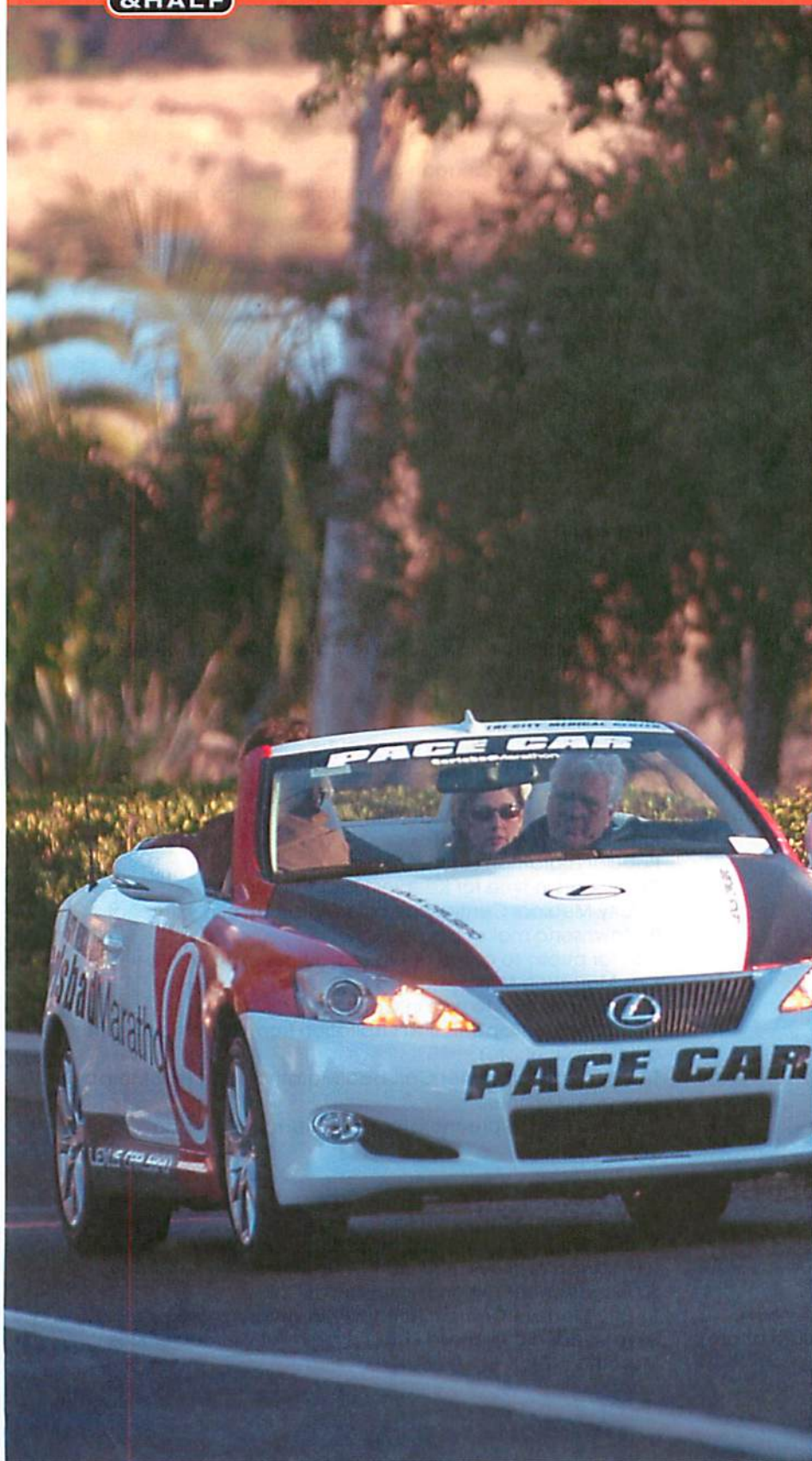
United States
 Canada
 Mexico
 Great Britain
 Australia
 Germany
 Brazil
 Ireland
 Kenya
 Morocco
 Ethiopia





2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE SPONSORS



Tri-City Medical Center



YOUR SAN DIEGO COUNTY LEXUS DEALER



HAPPY JETTING





2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE PRESS

San Diego Union-Tribune

Run Date	Section
1/12/2010	Diane Bell
1/15/2010	Sports
1/21/2010	Diane Bell
1/22/2010	Sports
1/22/2010	North County - Best Bets
1/23/2010	North County
1/23/2010	North County
1/23/2010	North County
1/25/2010	Sports (front page w/photos)
1/25/2010	Sports (cover photo)
1/26/2010	Diane Bell

Story Focus

Age earns runner elite number
 New heart provides new outlook on life
 Amazing Race winners run for cause in Carlsbad
 Feature on Lynn Flanagan
 Call for public to come out to marathon, expo and Keebler Kids Marathon Mile
 Call for public to come out for Keebler Kids Marathon Mile
 Tri-City Medical Center Carlsbad Marathon info
 Route maps
 First time's a charm for marathoner
 Brian Baker took first place (see sports, D1)
 Swaziland's royal family greets runners at finish

San Diego Business Journal

Run Date	Section
1/4/2010	Business in North County

Story Focus

Tri-City Medical Center becomes title sponsor

Carlsbad Business Journal

Run Date	Section
1/1/2010	General

Story Focus

Tri-City Medical Center becomes title sponsor

San Diego Magazine

Run Date	Section
1/1/2010	Agenda

Story Focus

Call for public to come out to marathon, expo and Keebler Kids Marathon Mile

North County Times

Run Date	Section
1/5/2010	Carlsbad
1/12/2010	Go
1/17/2010	Go (front page feature and photos)
1/21/2010	Sports (feature article and photo)
1/22/2010	Jeff Frank
1/23/2010	Local
1/24/2010	Local (with feature photo)
1/24/2010	Go
1/24/2010	Jeff Frank (front page Sec B)
1/24/2010	Sports
1/25/2010	Sports (front page w/photo)
1/25/2010	Front page section A
1/28/2010	Sports
2/7/2010	Carlsbad

Story Focus

Chosen recipients receive free entry
 Tri-City and Keebler Kids calendar listing
 Kids make a dash for their own marathon event
 Defying the odds - blind runner
 Running for a cause
 Popular marathon set for Sunday
 Rain clears in time for Keebler Kids Marathon Mile
 Tri-City Medical Center Carlsbad Marathon info with photo
 Bill Townsend makes big change
 Call for public to come out to marathon, expo and Keebler Kids Marathon Mile
 Rookie goes wire to wire in Carlsbad
 Marathon participants find inspiration from all corners (feature article and photo)
 Tri-City Medical Center Carlsbad Marathon and Half Marathon age group winners
 Charities mingle pre-marathon at Sheraton Carlsbad

Coast News

Run Date	Section
1/8/2010	General
1/1/2010	Calendar
1/27/2010	General
1/29/2010	General
1/29/2010	General (Front page feature photo)

Story Focus

Tri-City trains 13 for marathon
 Tri-City Medical Center Carlsbad Marathon shoe & blanket drive, expo and event times
 50 friends cheer to honor memory of Chloe
 Tri-City Medical Center Carlsbad Marathon (plus 5 photos)
 Seven-year-old Michelle Posey is all smiles at Keebler Kids Marathon Mile



2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE PRESS

Where Magazine

Run Date **Section**
Winter 2010 Sports

Competitor Magazine

Run Date **Section**
Winter 2010 Marathon/Half Marathon

Race Place

Run Date **Section**
Jan-Feb 2010 SD and Riverside Counties
Jan-Feb 2010 Ad

Carlsbad Magazine

Run Date **Section**
Jan-Feb 2010 5-page feature article

Carmel Valley News

Run Date **Section**
1/14/2010 General

Rancho Santa Fe Review

Run Date **Section**
1/14/2010 General

1/15/2010 Calendar

Daily Aztec

Run Date **Section**
11/24/2009 General

Hot in North County

Run Date **Section**
Nov 09-Jan 10 General

Julian News

Run Date **Section**
12/3/2010 General

Story Focus

Tri-City Medical Center Carlsbad Marathon information

Story Focus

Calendar listing for Tri-City and Keebler Kids

Story Focus

Calendar listing for Tri-City and Keebler Kids
Keebler Kids Marathon Mile

Story Focus

Tri-City Medical Center Carlsbad Marathon one of country's most popular events

Story Focus

Tri-City Medical Center Carlsbad Marathon and Half Marathon set for January 24th

Story Focus

Tri-City Medical Center Carlsbad Marathon and Half Marathon set for January 24th
Tri-City Medical Center Carlsbad Marathon shoe and blanket drive, expo and event times

Story Focus

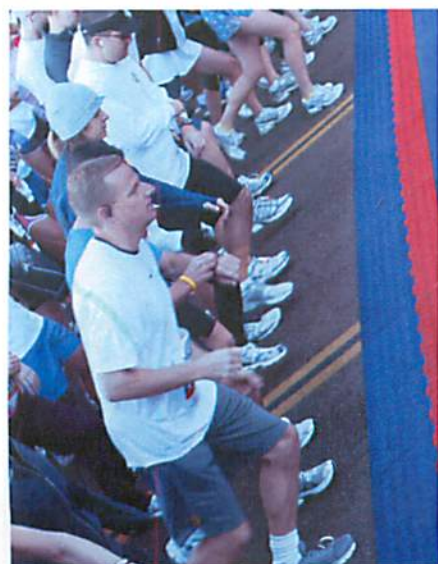
Marathon runners get in shape for a cause

Story Focus

Over 10,000 runners/walkers and 23 live bands

Story Focus

Postmaster Laura runs half marathon



Event Listings Online:

- North County Times
- San Diego Reader
- Signonsandiego.com
- Active.com
- Marathonguide.com
- Runnersworld.com
- Sandiegocoastlife.com
- LA Sports & Fitness
- Competitor
- Race360.com
- Halfmarathons.net
- Coast News



2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE PLACED ADS

Race Place Magazine | Circulation 65,000

Full page/full color ad
Full page/full color ad
Full page/full color ad
Full page/full color center spread + cover
Full page/full color ad

May/June
July/August
September/October
November/December
January/February

Competitor Magazine | Circulation 80,000

Full page/full color ad

September

Los Angeles Sports & Fitness | Circulation 35,000

Full page/full color ad

September
October

Runner's World | Circulation 650,000

Racing Ahead Classified

August
September
October
November
December

Other Promotions

UltraStar Cinemas lobby displays and movie slides

October - January

Active.com email marketing campaign

September - November

Postcard Distribution

46,000 distributed in LA County

5,000 distributed in San Diego County

9,000 inserted in America's Finest City Half Marathon goodie bags

August - November
August - November
August





2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

RADIO & TV

KYXY 96.5 FM

Keebler Kids Marathon Mile Promotion

(50) recorded 20 second promotional announcements

(1) month long feature on the community page on kyxy.com with a link to the event website

(1) inclusion in a weekly email newsletter to 25,000 subscribers

KPRI 102.1 FM

(72) recorded 30 second promotional announcements aired January 11 through January 18

Race logo, copy and link to event website featured on Where To Go, What To Do page on www.kpri.com

Dedicated webpage on www.kpri.com featuring race logo, copy and link to event website

Inclusion in email blast on January 14 to database of 40,000 listeners

Inclusion in email blast on January 20 to database of 40,000 listeners

(5) airings between January 21 and January 23 of a 2-minute, on-air interview about the event

Cable Television Buy

(237) 30 second taped commercial spots aired between January 15 and January 24 on the following networks:

- Discovery Health
- ABC Family
- Fine Living Network
- Lifetime
- Nick
- Oxygen
- Animal Planet
- TLC
- Travel Channel
- VH1





2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

TV CLIP REPORT

STATION AIR DATE/TIME SHOW AUDIENCE

KGTV-ABC January 22 2010 4:30AM News 10 at 4:30 AM..... 2,365

[**04:56:50 AM**] The weather should be clear Sunday for the annual Carlsbad Marathon. Several streets will be closed for the race. For information on getting around road closures or if you want to learn more about the event go to ten news dot com and click on the red TV button.

STATION AIR DATE/TIME SHOW AUDIENCE

KGTV-ABC January 22 2010 11:00AM News 10 Midday..... 46,378

[**11:42:05 AM**] And the backup you can expect in the north county with a big marathon set for Sunday.

[**11:42:24 AM**] And the backup you can expect in the north county with a big marathon set for Sunday.

STATION AIR DATE/TIME SHOW AUDIENCE

KGTV-ABC January 22 2010 11:00AM News 10 Midday..... 46,378

[**11:51:03 AM**] The skies are gray now, but conditions should be clear Sunday for the Carlsbad Marathon. The marathon events kick off today with a health and fitness expo at Plaza Camino Real for more than ten thousand people. The sold-out marathon starts Sunday morning at six am, and it's going to close several streets in Carlsbad. For information on getting around road closures or if you want to learn more about the event go to ten news dot com and click on the red TV button.

STATION AIR DATE/TIME SHOW AUDIENCE

KNSD-NBC January 22 2010 11:00PM NBC 7/39 11pm..... 83,783

[**11:17:08 PM**] Some great runners will take part along the north county coast Sunday in this year's marathon. One of tomorrow's headlines making news tonight with our media partners.

[**11:17:28 PM**] Tomorrow is the Keebler event. The marathon and last year's winner did it in a little over 2 hours. You'll be able to read about it.

STATION AIR DATE/TIME SHOW AUDIENCE

KUSI-IND January 23 2010 6:00PM KUSI News at 6pm..... 14,449

[**06:59:03 PM**] Laced up their running shoes today, for a fun run (horn). "And you're off, have a great time." 3,000 kids participated in the Keebler Kids Marathon Mile this morning. It was a non-competitive event that encouraged families to exercise together, outdoors. Each child received a gold medal for participation, along with a T-shirt, free admission to Legoland and a goody bag full of treats and coupons. Part of today's proceeds also went to local schools.

STATION AIR DATE/TIME SHOW AUDIENCE

XETV-CW January 23 2010 10:00PM San Diego News 6 at 10..... 25,342

[**10:12:22 PM**] A big run in Carlsbad tomorrow morning. Runners are gearing up for the Carlsbad Marathon. That also means a number of road closures from about 5 am to 2 PM. Marron road between Monroe street and Jefferson street.

STATION AIR DATE/TIME SHOW AUDIENCE

KFMB-CBS January 24 2010 5:00PM News 8 at 5pm..... 67,179

[**05:11:56 PM**] Plus: a local man who underwent a heart transplant proves he can beat the odds, going the distance in today's Carlsbad Half Marathon.

STATION AIR DATE/TIME SHOW AUDIENCE

KFMB-CBS January 24 2010 5:00PM News 8 at 5pm..... 67,179

[**05:29:34 PM**] Plus: a heart transplant recipient isn't taking his new lease on life for granted. Coming up: he laces up his running shoes and goes the distance, in the Carlsbad Half Marathon.

[**05:32:37 PM**] He's only 27 years old but just last March Justin Fiera underwent a life-saving heart transplant. Today, he ran his first half marathon. News eight's Doug Kolk tells about the local man who overcame the odds. Talk about an inspirational story, it hasn't even been a year since Justin received his new heart and here he is participating in his first half marathon, just another feat to cross off his bucket list. "There was a lot of things I wanted to do before I died. I want to build a house one by one, I want to visit the Phillipines." His list is getting shorter. "Thank god I am here. I got a 2nd chance at life." It was only 17 months ago Justin Fiera was diagnosed with an enlarged heart.

[**05:33:21 PM**] "At first I couldn't lift a 5-pound weight. It was really hard and felt like 300 pounds." (cheers) Here the 27 year old is, just 10 months later, greeted along the way by friends. He is amazing. Doing so much with his life to go from nearly dying a year ago to coming in here and walking 13 miles in the Carlsbad Half Marathon. It's awesome. As Fiera continues on with the rest of his life, he vows not to take for granted that he wouldn't be here if it weren't for the person who gave him their heart. "This is a little tribute to my donor, I don't know who she is yet but I'll find out." The organization is awaiting transplants if you would like more information on Life Sharing, Donate Life San Diego, you can log on to our website.

STATION AIR DATE/TIME SHOW AUDIENCE

KFMB-CBS January 24 2010 11:00PM News 8 at 11pm..... 77,541

[**11:08:40 PM**] Today was a big day for 27-year-old Justin Fiera. Less than a year after undergoing a life-saving transplant, he completed the Carlsbad Half Marathon.



2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

TV CLIP REPORT

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 KFMB-CBS January 24 2010 6:30PM News 8 at 6:30PM 101,342
*[**06:37:06 PM**] It's been less than a year since he underwent surgery to receive a new heart. Coming up, the transplant recipient proves his strength and determination, by participating in the Carlsbad Half Marathon.*
*[**06:42:32 PM**] He was diagnosed with heart failure in 2007. Today less than a year after undergoing a life-saving transplant, 27-year-old Justin Ferla completed the Carlsbad Half Marathon. News eight's Doug Kolk shows us how a new heart has given him a new lease on life. When Justin reached Carlsbad Village Drive he had already trekked 11 miles.*
*[**06:43:00 PM**] Thought I had bronchitis. Turns out I had an enlarged heart. He was lucky enough to find a donor, and underwent emergency surgery for a heart transplant. Justin wouldn't be here without a donor. Today he runs his first half marathon, not even a year later. "This is a little tribute to my donor, I don't know who she is yet but I'll find out."*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 KGTV-ABC January 24 2010 11:00PM News 10 Live at 11 82,693 *[**11:24:05 PM**] Thousands of San Diegans got up early this morning for the 18th annual Carlsbad Marathon and Half Marathon. 24-year-old Brian Baker of Beaumont was the fastest among the men and 29-year-old Haley Cooper-Scott was the women's winner.*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 KUSH-IND January 24 2010 6:00AM Good Morning San Diego 9,855
*[**06:39:27 AM**] Kids laced up their running shoes yesterday, for a fun run through Legoland. "Runners on your mark (horn). And you're off, have a great time." 3,000 kids participated in the Keebler Kids Marathon Mile. It was a non-competitive event that encourages families to exercise together, outdoors. Each child received a gold medal for participation, along with a T-shirt, free admission to Legoland and a goody bag full of treats and coupons. Part of the proceeds also went to local schools.*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 KUSH-IND January 24 2010 8:00AM Good Morning San Diego 25,274
*[**08:27:36 AM**] For a fun run through Legoland. "Runners on your mark, horn, and you're off, have a great time." 3,000 kids participated in the "Keebler kids marathon mile." It was a non- competitive event that encourages families to exercise together, outdoors. Each child received a gold medal for participation, along with a T-shirt, free admission to Legoland and a goody bag full of treats and coupons. Part of the proceeds also went to local schools.*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 XETV-CW January 24 2010 8:00AM San Diego 6 in the Morning 13,277
*[**08:00:58 AM**] And I'm Elex Michaelson, it's Sunday January 24th, 2010. It's the perfect day to be outside and exercise. Gary Kelley is in for Brooke again this morning, he's hanging with folks doing just that at the Carlsbad Marathon. Good morning Gary!*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 XETV-CW January 24 2010 8:00AM San Diego 6 in the Morning 13,277
*[**08:52:02 AM**] You get 500 points just for signing up. Then, watch for our couch potato code word of the day worth 100 points. Today's code word is marathon. One group of people not exercising today, our San Diego Chargers.*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 XETV-CW January 24 2010 9:00AM San Diego 6 in the Morning 6,829
*[**09:01:27 AM**] Good morning and welcome to San Diego 6 in the Morning, I'm Courtney Dwyer. And I'm Elex Michaelson. It's Sunday January 24th. Let's begin with Gary Kelley in for Brooke at the Carlsbad Marathon, good morning Gary!*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 XETV-CW January 24 2010 9:00AM San Diego 6 in the Morning 6,829
*[**09:55:32 AM**] You get 500 points just for signing up. Then, watch for our couch potato code word of the day worth 100 points. Today's code word is marathon.*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 XETV-CW January 24 2010 10:00PM San Diego News 6 at 10 27,561
*[**10:07:47 PM**] Quite a morning in Carlsbad for the 26-point-2 mile seaside marathon. The top men's and women's finishers were both in their 20's. Lots of runners. The Tri-City Medical Center in Oceanside is the title sponsor for the marathon. 24-year old Brian Baker of Beaumont finished with a time of 2 hours, 18 minutes and 39 seconds. The third fastest time in the 18-year history of the event.*

STATION **AIR DATE/TIME** **SHOW** **AUDIENCE**
 KFMB-CBS January 25 2010 6:00AM News 8 6am 23,335
*[**06:36:38 AM**] A big day for 27-year-old Justin Ferla. Less than a year after undergoing a life-saving transplant, he completed the Carlsbad Half Marathon. News eight's Doug Kolk has more on Justin's incredible and inspirational story. Justin says he will forever be grateful to his donor.*



2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

TV CLIP REPORT

STATION AIR DATE/TIME SHOW AUDIENCE

KFMB-CBS January 25 2010 5:00AM News 8 5am..... 15,697

*[**05:23:58 AM**] Coming up on News 8, how far can you run? A heart transplant recipient has just completed a half marathon. His amazing story, next.*

*[**05:26:45 AM**] Ferea has done something amazing. Less than a year after undergoing a life-saving transplant, he completed the Carlsbad Half Marathon yesterday. News eight's Doug Kolk has more on Justin's incredible and inspirational story. Justin says he'll forever be grateful to his donor.*

STATION AIR DATE/TIME SHOW AUDIENCE

KFMB-CBS January 25 2010 11:00AM News 8 at 11am..... 31,405

*[**11:26:03 AM**] The latest coming up in a live report. Then the inspirational story of a man who received the gift of life with a new heart. We catch up with him at the Carlsbad marathon.*

*[**11:36:38 AM**] Less than a year after undergoing a life-saving transplant, he completed the Carlsbad half marathon. News eight's Doug Kolk has more on Justin's incredible and inspirational story. Justin says he will forever be grateful to his donor.*

STATION AIR DATE/TIME SHOW AUDIENCE

KGTV-ABC January 25 2010 5:00AM 10 News Early Edition..... 5,708

*[**05:25:50 AM**] Carole: thousands of San Diegans competed in the 18th annual Carlsbad Marathon and Half Marathon.*

STATION AIR DATE/TIME SHOW AUDIENCE

KGTV-ABC January 25 2010 11:00AM News 10 Midday..... 46,378

*[**11:47:57 AM**] A big achievement for the Beaumont man who won the Carlsbad Marathon. 24-year-old Brian Baker finished the run in 2 hours, 18 minutes and 39 seconds, five minutes ahead of anyone else and the third-fastest winning time in the marathon's history. 29-year-old Haley Cooper-Scott of Spokane was the women's winner, with a time of about 2 hours and 57 minutes. Locally, Tim Gunther of Carlsbad finished 8th among the men, and Morgan Sjogren of Oceanside finished second among the women.*

STATION AIR DATE/TIME SHOW AUDIENCE

KNSD-NBC January 25 2010 5:00AM NBC 7/39 5AM..... 15,175

*[**05:11:13 AM**] Unbelievable. Overcoming obstacles. Why this man has a big reason to celebrate after crossing the line of the marathon.*

*[**05:14:25 AM**] Thousands of feet hit the pavement in Carlsbad. The 18th annual Carlsbad Marathon and Half Marathon took place yesterday as people of all walks of life took part. And among those taking part was 27-year-old Justin Ferea. He's a great story. He walked the half marathon course ten months after getting a heart transplant. He says a year ago he couldn't even walk 35 feet from his bedroom to the kitchen. Amazing.*

STATION AIR DATE/TIME SHOW AUDIENCE

KNSD-NBC January 25 2010 6:00AM NBC 7/39 6AM..... 29,316

*[**06:40:22 AM**] Well, a year ago he could barely get out of bed. This morning a local man is waking up proud of his accomplishment after completing the Carlsbad marathon.*

*[**06:51:01 AM**] Thousands of runners are probably waking up with sore muscles this morning. The 18th annual Carlsbad Marathon and Half Marathon took place yesterday. One of the participants, 27-year-old Justin Ferea. He walked the course ten months after receiving a heart transplant.*

*[**06:51:30 AM**] Well, Justin crossed the finish line. Look at that. A half marathon in four hours and 28 minutes. Good for him.*

STATION AIR DATE/TIME SHOW AUDIENCE

XETV-CW January 25 2010 5:00AM San Diego 6 News 5am..... 5,311

*[**05:20:24 AM**] This morning some San Diegans will be waking up with sore legs, after this year's seaside marathon in Carlsbad. Tri-City Medical Center in Oceanside is the title sponsor for the 26.2-mile race.*

STATION AIR DATE/TIME SHOW AUDIENCE

XETV-CW January 25 2010 7:00AM San Diego 6 in the Morning..... 15,940

*[**07:57:23 AM**] Some San Diegans are feeling sore today, after this year's seaside marathon in Carlsbad. How long it took the winner to complete the 26.2-mile race.*

STATION AIR DATE/TIME SHOW AUDIENCE

XETV-CW January 25 2010 8:00AM San Diego 6 in the Morning..... 14,697

*[**08:05:47 AM**] Some San Diegans will be waking up with sore legs, after this year's seaside marathon in Carlsbad.*

*[**08:08:06 AM**] The Tri-City Medical Center in Oceanside is the title sponsor for the 26.2-mile race. 24-year old Brian Baker of Beaumont finished with a time of 2 hours, 18 minutes and 39 seconds.*



2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE INTERNET

carlsbadistan.com

Run Date Section
1/23/2010 Carlsbad

Story Focus
Carlsbad's Lynn Flanagan profiled

runnersworld.com

Run Date Section
1/15/2010 Daily News
1/22/2010 Daily News
1/25/2010 Daily News

Story Focus
87-year-old women gets elite bib # 87 (editorial and link to UT article)
Lynn Flanagan not slowing down and link to UT article
Brian Baker Takes Carlsbad Marathon and Gets a Trials Qualifier

pe.com

Run Date Section
1/24/2010 Sports

Story Focus
Beaumont runner wins marathon

sandiegocountynews.com

Run Date Section
1/25/2010 Sports

Story Focus
Race recap

coolrunning.com

Run Date Section
1/24/2010 News

Story Focus
Baker, Scott win Tri-City Medical Center Carlsbad Marathon

aolnews.com

Run Date Section
1/25/2010 News

Story Focus
Rookie goes wire to wire in Carlsbad

chicagotribune.com

Run Date Section
1/24/2010 Topics

Story Focus
Thousands compete in Carlsbad Marathon

sdnn.com

Run Date Section
1/25/2010 News

Story Focus
Local runners run fast

examiner.com

Run Date Section
1/25/2010 Sports

Story Focus
Race recap

letsrun.com

Run Date Section
1/25/2010 News

Story Focus
Race recap

trackandfieldnews.com

Run Date Section
1/25/2010 News

Story Focus
Race recap

marathonguide.com

Run Date Section
1/25/2010 News

Story Focus
Race recap and links to numerous news articles

ontherunevents.com

1/24/2010 News

Race recap

runningusa.org

1/24/2010 News wire

Race recap





2010 | Tri-City Medical Center Carlsbad Marathon & Half Marathon

THE CHARITIES

Together our official charities raised more than \$150,000 using the 2010 Tri-City Medical Center Carlsbad Marathon as a fundraising vehicle.

In addition, there are other charities who use the event each year to raise funds for their programs. The total amount raised through the efforts of these organizations is not calculated in the above total.

The ALS Association of Greater San Diego

American Cancer Society

American Liver Foundation

Bread of Life

Children's Heart Institute Fund

Crohns & Colitis Foundation

Cystic Fibrosis Foundation

Fresh Start Surgical Gifts

Friends of the Poor - Africa

Heart for Africa

Huntington's Disease Society of America

Insulin Dependence

Keep California Beautiful

Labrador Rescuers

Labradors and Friends Dog Rescue Group

Lifesharing - A Donate Life Organization

Lupus Foundation of Southern California

Neural Networks

North County Community Services Food Bank

Keebler Kids Marathon Mile

LEGO
LEGOLAND
CALIFORNIA

Soft
KyXy



With fond memories of the
2010 Tri-City Medical Center Carlsbad Marathon
weekend of events still fresh,
we're off and running planning the 2011 event.

Please plan to be there with us the weekend of January 21 - 23, 2011.

Carlsbad Marathon 2010	THU 1/21		FRI 1/22		SAT 1/23		SUN 1/24		MON 1/25		Total	Extra	Total			
Hotels	BL	Sold	BL	Sold	BL	Sold	BL	Sold	BL	Sold	BL	Sold	Sold			
Courtyard by Marriott	5	2	15	10	50	50	15	11	0	0	85	0	73			
Days Inn Encinitas	0	0	7	2	12	4	15	1	7	0	41	0	7			
Four Seasons Aviara	5	1	5	5	10	10	10	2	0	1	30	0	19			
Grand Pacific Palisades	15	0	25	4	25	8	25	1	10	0	100	0	13			
Hampton Inn Carlsbad	17	0	17	3	27	26	27	20	17	0	105	0	49			
Hilton Del Mar	10	0	20	3	20	4	20	1	10	0	80	0	8			
Hilton Garden Inn Carlsbad	0	0	0	15	30	30	30	11	0	0	60	0	56			
Holiday Inn by the Sea	10	0	10	10	10	10	10	0	10	0	50	0	20			
Holiday Inn by the Sea	10	0	10	0	10	6	10	0	10	0	50	0	6			
Holiday Inn Express Solana Beach	10	0	10	0	10	0	10	0	10	0	50	0	0			
Homewood Suites	3	0	3	5	15	4	15	3	3	0	39	0	12			
Inns of America Suites	0	0	20	0	20	3	20	0	0	0	60	0	3			
La Costa Resort & Spa	5	0	5	1	5	5	5	1	5	0	25	0	7			
La Quinta Carlsbad	0	1	10	2	20	12	20	3	10	0	60	1	19			
Quality Inn & Suites Carlsbad	20	0	20	1	40	10	40	2	20	1	140	1	15			
Quality Inn & Suites North Coast	10	0	10	0	10	2	10	1	10	0	50	0	3			
Ramada Carlsbad by the Sea	10	0	10	0	40	1	40	0	10	0	110	0	1			
Residence Inn Carlsbad	5	0	15	0	35	2	15	0	0	0	70	0	2			
Sheraton Carlsbad HQ	0	3	25	33	50	65	25	33	0	7	100	0	141			
* Elite Athlete Rooms	0	0	7	7	7	7	7	7	0	0	21	0	21			
* Staff Rooms	2	0	2	2	2	1	0	0	0	0	6	0	3			
Fitness Forward Group	1	0	9	7	10	7	2	1	0	0	22	0	15			
Leukemia/Lymphoma Group	0	0	0	0	32	19	32	19	0	0	64	0	38			
Leukemia/Lymphoma Group	0	0	0	0	2	2	2	2	0	0	4	0	4			
NRG-Carlsbad	2	2	5	6	20	14	20	13	1	0	48	0	35			
West Inn & Suites	15	0	15	2	15	2	15	0	15	0	75	0	4			
Totals	155	9	275	118	527	304	440	132	148	9	1545	2	574			



Cheryl Gerhardt
Carlsbad Tourism Business Improvement Staff
City of Carlsbad
1635 Faraday Avenue
Carlsbad, CA 92008

Dear Cheryl,

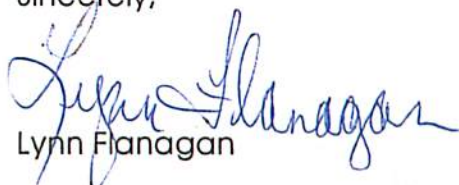
Per your recent email conversations with Christine Adams, In Motion, Inc. is requesting an amendment to the amount of our grant for advertising of the 2010 Tri-City Medical Center Carlsbad Marathon & Half Marathon.

The reason for this request is that we were not able to spend the entire grant amount of \$10,000 on advertising for this year's race. This year's grant funding agreement was signed in late August. At that time, registrations for the January 2010 Carlsbad Marathon & Half Marathon were well ahead of the year before. The race reached its registration capacity in October, earlier than expected and before our entire marketing plan was implemented. Once the race sold out, we cancelled all remaining ads and marketing.

Attached is a revised invoice for the ads placed prior to the event's sellout totaling \$5,520. We're requesting the grant total to be amended to this amount.

Please let us know if you have any additional questions.

Sincerely,


Lynn Flanagan

In Motion, Inc.

6116 Innovation Way
Carlsbad, CA 92009

Invoice

DATE	INVOICE NO.
4/14/2010	3290

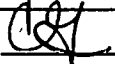
BILL TO
Carlsbad Tourism Business Improv Dist Attn: Cheryl Gerhardt, Admin Services Dep 1635 Faraday Avenue Carlsbad, CA 92008

TERMS	DUE DATE
Due on Receipt	4/14/2010

DESCRIPTION	AMOUNT
CARLSBAD MARATHON (a dba of In Motion, Inc.) GRANT APPLICATION **REVISED INVOICE** Grant Request Advertising: Competitor California, Los Angeles Sports & Fitness Magazine, Runner's World	5,520.00
Thank you!	Total \$5,520.00
	Payments/Credits \$0.00
	Balance Due \$5,520.00

Phone #
760 692-2900

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	04-10-53	<i>ELECTION OF CHAIR OF THE CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD OF DIRECTORS</i>	CTBID STAFF	
MTG.	4-29-10		GENERAL	
DEPT.	Finance		COUNSEL	

RECOMMENDED ACTION:

The Board should elect a new Chair (and Vice-Chair if necessary) to preside over the meetings of the Carlsbad Tourism Business Improvement District (CTBID).

ITEM EXPLANATION:

On March 15, 2010, the current Chair of the CTBID Board, April Shute, resigned her position on the CTBID Board. On April 8th, the Carlsbad City Council appointed the new Vice president and General Manager of La Costa Resort and Spa, Paul McCormick, to fill April Shute's vacated seat on the Board. Since officers of the CTBID Board are elected by the CTBID Board of Directors, a new Chair should be elected to fill the vacated Chair position.

The Current Vice Chair of the CTBID Board, Tim Stripe, is responsible for fulfilling the duties of the Chair until a new Chair is elected. A suggested process for electing a new Chair is attached.

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15738 (b)).

EXHIBITS:

1. Suggested process for election of officers.


DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2417, cheryl.gerhardt@carlsbadca.us

FOR CITY CLERKS USE ONLY.					
BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>	
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	
	AMENDED	<input type="checkbox"/>			

**Carlsbad Tourism Business Improvement District
Election of Officers
Process Outline**

1. The Vice Chair will act as the election official to conduct the election or if the election is for Vice-Chair, the Chair will act as the election official.
2. The election official will take nominations from the floor for Chair of the CTBID. It is not necessary to call for a "second" for a nomination. All members of the Board are eligible to hold the office of the Chair (or Vice-Chair). Any member of the Board may nominate any other member. Members may nominate themselves.
3. After receiving the nominations, the election official will close nominations and call for a vote by the Board. If candidates are unopposed or there's no major contest for an office, then voice vote may be taken. If there is a major contest for an office, paper ballots may be used.
4. The candidate with the most votes (quorum of votes) will be the CTBID Chair.
5. Repeat the process for Vice-Chair if necessary (ie the current Vice-Chair is elected Chair).

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	04-10-54	<i>Proposal from VisitCarlsbad (Carlsbad Convention and Visitors Bureau)</i>	CTBID STAFF 
MTG.	4-29-10		GENERAL
DEPT.	Finance		COUNSEL

RECOMMENDED ACTION:

Receive report from VisitCarlsbad and direct staff accordingly.

ITEM EXPLANATION:

Last fiscal year, a newly formed Destination Marketing Organization (DMO) with a new executive leader and a new 2009-10 Business Plan and budget was hired by the Carlsbad Tourism Improvement District (CTBID) to provide tourism marketing services for Carlsbad. The DMO is the Carlsbad Convention and Visitors Bureau 501C-6 corporation with a new look and feel together with new visuals, an enhanced internet strategy, and many other components of the plan. It functions under the name VisitCarlsbad.

The VisitCarlsbad Board has developed the 2010-11 proposed budget and program of work presented at Exhibit 1. The CTBID Board should receive their report and discuss the proposal. Following the discussion, if the Board would like to contract with VisitCarlsbad to provide these services for 2010-11, the CTBID Board should direct staff to bring back the contract for adoption at the next Board meeting.

FISCAL IMPACT:

For the fiscal year 2010-11, projected revenues for the CTBID are estimated at \$800,000. The total payment for these proposed services for the twelve-month period is \$744,582.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15738 (b)).

EXHIBITS:

1. Proposed budget and program of work for tourism promotion services from VisitCarlsbad for the period July 1, 2010 through June 30, 2011.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-277-5203, cheryl.gerhardt@carlsbadca.us

FOR CITY CLERKS USE ONLY.				
BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>
	AMENDED	<input type="checkbox"/>		

FY11 VISIT CARLSBAD BUDGET - PROPOSED



	FY10 Forecast	FY10 Budget	Variance	FY11 Proposed Budget	Percent Variance to FY10 Forecast
Carryover					
INCOME					
Public Sources					
CTBID Revenues	722,895	722,895	0	744,582	1 3%
City of Carlsbad					
Total Public Sources	722,895	722,895	0	744,582	
TOTAL INCOME	722,895	722,895		744,582	3%
EXPENSE					
Labor					
Salaries	181,000	185,000	4,000	186,430	2 3%
Payroll Taxes	14,863	14,900	37	15,309	2 3%
Benefits	21,660	18,400	(3,260)	22,309	2 3%
Total Labor	217,523	218,300	777	224,048	3%
Promotional Programs					
Advertising & Production	59,229	60,000	771	60,000	1%
Research	3,500	5,000	1,500	5,000	3 30%
Outside Services-Interactive Marketing	296,916	300,000	3,084	309,000	4%
Outside Services-Group Direct Sales	60,000	60,000	0	60,000	4 0%
Travel & Entertainment	9,217	14,700	5,483	10,000	5 8%
Dues & Subscription	9,545	7,500	(2,045)	9,500	0%
Collateral Production & Fulfillment	43,408	32,000	(11,408)	37,609	-15%
Total Promotional Programs	481,816	479,200	(2,616)	491,109	2%
General Administration					
Bank Charges	538		(538)	500	-8%
Equipment Rental & Maintenance	4,612	7,000	2,388	4,600	0%
Facility Repair & Maintenance	86		(86)	80	-7%
Insurance	2,294	2,395	101	2,300	0%
Office Supplies	4,239	700	(3,539)	4,000	-6%
Postage	1,201	700	(501)	1,200	0%
Taxes	45		(45)	45	0%
Telephone	5,015	3,150	(1,865)	5,000	0%
Utilities	2,808	3,750	942	2,800	0%
Professional Services (legal, audit)	6,890	5,700	(1,190)	6,900	0%
Volunteer Program	1,042		(1,042)	1,000	-4%
Miscellaneous	1,179	2,000	821	1,000	-18%
Total G&A	29,948	25,395	(4,553)	29,425	-2%
TOTAL EXPENSE	729,287	722,895		744,582	2%
OVER/(UNDER)	(6,392)	0		(0)	

FOOTNOTES

- 1 Forecasted at 3% increase over FY10
- 2 Merit increase of 3%
- 3 Increase STR subscription to cover competitive se
- 4 Assumes same contract for FY11
- 5 Addiitonal funds for PR hosting

FY11 --PROGRAM OF WORK-PROPOSED



Strategy and Tactics	Timing				Budget	Comments
	Q1	Q2	Q3	Q4		
Prioritize and develop market intelligence on the leisure travel segment						
Extract Carlsbad visitor information from SDCVB Visitor Profile Study		√			5,000	SDCVB Research Center
Expand STR subscription to include key competitive markets	√	√	√	√		
Manage Interactive Agency Program of Work	√	√	√	√	309,000	Mindgruve
Pay-per-click advertising						
Online banner advertising						
Email marketing						
Content development						
Social media						
Promotions						
Develop partnerships and coop advertising opportunities		√			60,000	
Produce print advertising for inclusion on State and local DMO programs	√					
Two email campaigns, meetings market		√		√		
Manage visitor publications and collateral	√	√	√	√	37,609	15% reduction YOY
Evaluate how to scale back distribution costs						
Evaluate different models for managing a visitor guide for future years						
Earn unpaid media exposure through public relations						
Pitch story ideas, whats new, host travel writers	√	√	√	√		
Coordinate media FAMs in partnership with regional DMOs						
Travel & entertainment	√	√	√	√	10,000	8% increase YOY
Contracting for Meetings Market Leads/Bookings						
Groups leads/bookings services	√	√	√	√	60,000	San Diego North CVB
Partnerships & subscriptions with regional and national tourism organizations	√	√	√	√	9,500	DMAI database Regional DMO memberships
TOTAL PROMOTIONAL PROGRAM OF WORK					491,109	